

## H. DEPARTMENT OF TRADE AND INDUSTRY

### H.1. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

#### STRATEGIC OBJECTIVES

#### SECTOR OUTCOME

Economic opportunities in industry and services expanded

#### ORGANIZATIONAL OUTCOME

Increased Trade Promotion Activities

#### PERFORMANCE INFORMATION

#### ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

#### BASELINE

#### 2024 TARGETS

Increased Trade Promotion Activities

#### EXPORT/TRADE PROMOTION PROGRAM

##### Outcome Indicators

- |  |     |
|--|-----|
| 1. Percentage increase in number of companies participating in Export Promotion activities | N/A |
| 2. Percentage of returning companies in Signature Events                                   | 47% |
| 3. Percentage increase in the amount of potential export orders                            | N/A |

20% increase from 2023 target of 718 companies  
47%  
20% increase from 2023 target of US\$66.49M total export orders

##### Output Indicators

- |  |             |
|--|-------------|
| 1. Total export orders   | US \$66.49M |
| 2. Number of companies participating in Export Promotions Activities | 718         |
| 3. Number of Trade Inquiries in Export Promotion Events              | 5,691       |
| 4. Number of Trade Buyers attending Export Promotion Events          | 2,684       |

US \$79.788M  
862  
6,829  
3,221